

(Appendix 1)

“Customer Focus”

E-Government Access Strategy update

Path to Delivery

October 2005

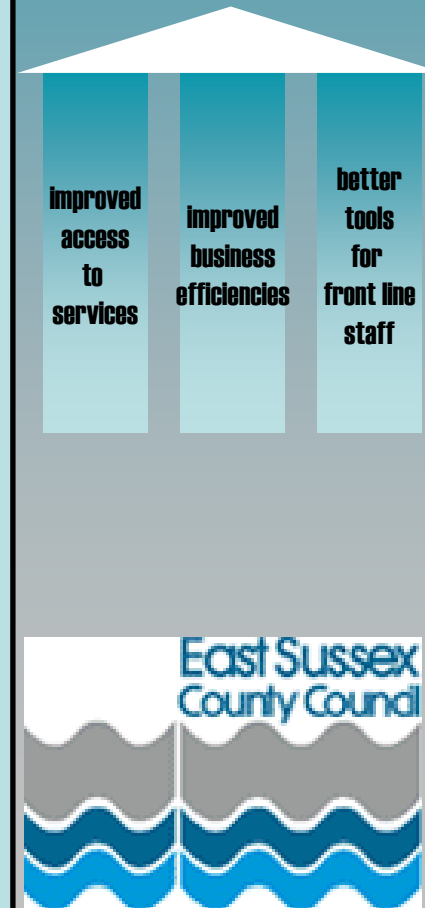
“Putting
Customers
First”



Programme Foundations



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Methods of Contact

- Phone : Service Hub.
- Mail : No current change.
- Walk up : Community Help Points & : Kiosks.
- E-Mail : Web Site and Service Hub.
- Web : Web Site and Service Hub.

**Underpinned by new corporate
Customer response standards and
expectations.**

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improved
access
to
services

improved
business
efficiencies

better
tools
for
front line
staff

East Sussex
County Council



1. Service Hubs

- ‘Landing Point’ for individual service enquiries.
- General help/ direction on all A-Z services (Level 1 support).
- FAQ for service area (Level 2 support).
(ODPM Target : 80% of enquiries resolved in 1st call)
- Single Customer view, linked to Line of Business systems.
- Developing a Blue Print Model for all Customer facing contact points.
..... **NOT** the conventional model !!

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Key Principles

- Practical and Pragmatic.
- Revenue Neutral.
- Minimum ongoing revenue impact.
- Consistent Corporate Customer Service Standards.
- Email queries to Service Hubs.
- ‘Light touch’ Customer Relationship Management system (CRM)
- Data resides in line of business systems eg CareFirst.

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Current Status

- Programme Board operational.
- Agreed choice of Service Hubs.
- 0845 60 90 18X number range in use.
- Customer focus principles / training agreed and being implemented.
- Agreed Hub Design, Blue print and Standards.
- CRM build complete.
- **Adult Services, Highways and Trading standards live and operational (October 2005).**
- Libraries to follow soon after (post telephony upgrade).
- Planning next Hubs = Childrens Services +.

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2. Community Help Points and Kiosks

- ESCC Community presence.
- Capital and Revenue spend profiles - £500k capital and £300K revenue from Partners plus grant monies.
- Better use of existing local buildings.
- Build on work staff are already doing informally (libraries).
- ‘Gershon’ and Efficiency Drivers.
- Greater choice of access and convenience for customer.
- Improved standards of service and greater consistency in service provision.
- More efficient and co-ordinated access across public sector partners.

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Community Help Points.

83.3% geographical coverage (within 5 miles)

93.4% population coverage.

Proposed / agreed locations:

Eastbourne

Hastings

Bexhill

P'haven/Newhaven/Seaford

Crowborough

Hailsham

Lewes

Battle

Heathfield

Uckfield

Rye

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Kiosks.

- ‘Standalone’ indoor PC-type device providing Internet access to information and services.
- Delivered in managed environment.
- Transactional capability, web access, printing facility, eForms.
- Minimum revenue impact.
- Provide infill to CHPs, new Libraries service, Children’s centres and Rural public sector access (Post Offices, local supermarkets etc.).

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Kiosks locations.

- Single Contract agreed by all Partners.
- Current picture of delivery :
 - 6 in situ (via ODPM partnership grant).
 - 12 at Community Help Points.
 - 10 at Libraries.
 - 5 at Children's Centres
 - 20 new rural / infill kiosks.
 - 10+ via the Heathfield Partnership.
- * Rother have purchased an additional 3 units.

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3. Customer Focus : E-Government Access Strategy.

- Requirement for a new focus on Customer Service.
- Not just about answering the phone !.
- Cultural Change.
- Ensure expectations and standards clear.
- Common training / support / processes.
- Communicate to staff and customers.

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Implementation.

- Key Principles agreed.
- Training and implementation being trialled in Highways and Adults Services.
- Common Job Descriptions, grades and processes for key staff.
- Monitor outputs via CRM / customer feedback / mystery shopping etc.
- Complaints management included.
- To be implemented by current Programme Board.

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